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00:00:04,590 --> 00:00:11,760
Sustainability unwrapped a conversation new podcast about responsibility, ethics, inequalities,

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climate change and other challenges of our times where science needs practise to think about evolve and how to make our society more sustainable.

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00:00:22,320 --> 00:00:30,020
One podcast at a time. Well, hi, everyone, my name is Catherine Oceanian.

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I'm a doctor and at the School of Economics at the Department of Commercial Law and currently

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I'm also a visiting researcher at Harvard Law School at the centre of the legal profession,

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as well as at the University of Cambridge Law in the UK.

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What I'm doing currently is that I'm conducting empirical research on legal design and ethics in commercial contracts.

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And today on our podcast, I have three lovely ladies who is about to joining me to talk about legal design and sustainability and what

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are the great spaces that the use of technology can actually bring to the movements and the initiatives.

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Just as access to justice, legal innovation and governmental sustainability projects.

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So first, I have here we make apologies. Who is the founder of Gender View, a company?

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00:01:25,940 --> 00:01:37,580
What is producing a legal design law in Beck and yoga, driven by a desire to infuse more empathy and innovation in the legal sector and beyond?

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00:01:37,580 --> 00:01:46,610
A. Well, he is an international lawyer in Sweden with a law degree from HMRC on her second master from Strasbourg.

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And above that, she has Ella Lim from Stanford Law School.

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She has worked more than 10 years in Brussels as European Commission, as well as in a law firm and a soloist,

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and three years as a thick lawyer and the League of Hooters in Sweden.

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So she has a lot of good background. You have a discussion with us today.

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00:02:09,350 --> 00:02:14,510
And moreover, she's incredibly passionate about leadership, sustainability,

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personal growth, yoga and how to design your life for wealthy and the purpose.

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Second of all, the second level lady who I have here today is Mary Pottersville,

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who is the founder and the CEO of famous Amaravati, a lethal innovation by design agency in France.

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She has worked previously as vice president of Licata EMEA at Estee Lauder Companies in Europe.

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After three years and Illegal Manager Europe at Chanel.

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Moreover, she has been working as a private practise lawyer as she was working about 12 years or so at Freshfields Allen Overy Real Cars in Croatia.

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00:03:01,920 --> 00:03:07,250
Eiza recalls in London, Brussels, Paris and Mexico City.

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00:03:07,250 --> 00:03:10,430
Welcome, Mary. Great to have you on board.

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Last but definitely not least, I have your I is a bit real who is a lawyer and a project manager specialising in

legal design.

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And after studying law in several jurisdictions, she has discovered legal system working in-house and quickly.

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She actually joined Marie. I'm a rookie in 2018, and she was working at MRP for three years and has been working as a project manager,

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and she's been involved for many, many, many legal design projects, more than 40 of them and training and conferences.

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And what is interesting is that she actually recently took a new role as a part of the French Government Open Data Innovation Programme,

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and I'm eager to learn more about that today where we discuss further.

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So, first of all, thank you already beforehand for sharing your views, ladies with us and legal design and the advantage of using technology.

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So going straight to the business? What kind of technologies we are talking about here?

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What is the thing with law and technology that everybody's so excited about?

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And how does this work? What do you think about that? Yeah, hi.

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First of all, thank you so much for having me. And yes, we are very excited about the legal tech.

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I think, put simply, we can say that legal tech,

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it's all kind of technology that we use to simplify the work of lawyers or to solve legal problems, basically.

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So there's a bunch of different things that you can do once you combine law and take.

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So, for example, you can find a lawyer, you know, like you find a pizza or a hairdresser,

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so can ask you a few questions online and then you get connected with the right lawyer.

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In Sweden, there's a new initiative called Joystick that does just that.

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And then there's the document or automation, where you can reply to questions about your situation.

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And then there's a software that just generates the contract. There are also legal research tools there.

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E-learning, you know, so you can teach your employees or yourself about GDP or money laundering, et cetera.

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There's online dispute resolution like a simpler way of solving problems if you have like a big online marketplace, for example.

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So there's actually a lot of different things, and I think it's exciting because things that have been really cumbersome before,

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like going through hundreds or thousands of documents, it's now made a lot more efficiently because the computer's able to pick out the tricky issues.

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So as a lawyer, you can just focus on the really interesting stuff and then the simple stuff is solved by the computer.

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But I think the more you know, the actual gold here is really about empowering individuals,

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you know, lowering costs, but also explaining the legal stuff, making it more accessible, really.

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So I think that's the juicy parts, the nice parts.

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Oh, thank you. That was really interesting. What about you, Mary? First of all, country, thanks a lot for having me as well.

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I'm very happy to share this conversation with Viveca, Elisabeth and yourself.

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So yes, indeed. As Vivek had just said, tech is indeed exciting,

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mostly because of the this feeling of the infinite of possibilities that it offers to the legal industry.

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Truth is that the legal arena had been relatively slow so far at challenging its own habits and processes.

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But this is now changing and it's been now at least, I would say, four or five years in Europe,

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at least that we've been seeing wider adoption of of legal tech and for the greater good.

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So why is it interesting this combination of tech applied to the legal sector?

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Well, the legal industry is obviously characterised by a very large volume of complex documents.

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Whether we're talking about case law acts, parliamentary debates, contracts, you name it.

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And with this volume and this complexity comes a heavy workload, which is not always adding a lot of value to the pure legal reasoning.

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As you've said, it can free up that the point is also to free up lawyers from from the not so adding value work.

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So in addition, finding the right information within this volume of documents and making sure you don't miss

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you don't even miss any key argument or document is a must for lawyers to quite logically,

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take has gained ground in particular in terms of automation and legal research.

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But to be honest, catch we at Hammurabi.

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We also like to think that it's really innovation is really not just about gaining time and reducing human errors,

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but that's also about creating a satisfying user experience.

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And this is why while we embrace all the possibilities of tech, this shouldn't be the starting point in our view.

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And innovation should start with user centricity, really, but I'm sure we'll talk about that later on.

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Thank you. Very, really interesting.

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I totally agree with you on that, about the user centricity and the and the possibilities that they have to offer.

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What about you, Elizabeth? What do you think about this? Well, thank you so much for having me.

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It's really an honour to be here amongst such famous women in the legal tech industry.

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I think in my perspective, which is very much aligned with what has been said,

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is that not only legal tech is I think it's very necessary to align legal recommendation with the new business model, which is actually not so new.

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As Marie said, Legault has been a bit delayed in catching on the tech train, but the business had never

actually took so much time.

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So with digital being ever more present in our lives in general, the legal industry really cannot afford to not to align with these new practises.

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So I think legal tech is very much, you know, a necessity at this point.

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It's also very interesting to look at it in the way it can democratise law.

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So, for instance, the French regulation is very favourable to open data.

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Since 2016, they passed a bill that was very much, you know, forward looking in that realm that actually,

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you know, even though currently they're opening all the legal decisions rendered by tribunals in France.

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Having all this data is not enough. Lawyers can't, you know, download this year's V formats or an Excel table with all the data.

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They really need the tools to make it legible and to bring an added value,

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and I think this is where legal services really translate all the raw material into something valuable for lawyers.

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Maybe leveraging artificial intelligence, for instance,

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we're really creating certain legal services that are centred around tech to enable really everyone to truly exploit it to its maximum potential.

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Oh, that sounds really interesting. So maybe we will see even some kind of searching tools for these judicial documents in the future

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so lawyers can make service the things that they are needing to most and find them really fast,

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maybe using air or other means of technology. That sounds really interesting.

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I want to be all ears about these projects and how we do those in France.

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In France, you do a lot of these cutting edge things. Are leading the way.

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Thank you for that. Well, what do you think? What are the advantages that mean?

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What have you encountered in your work when you have been using technology with illegal design?

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What do you think are the the benefits, the incentives to use vehicle design and technology together?

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Yes. Well, as as I'm sure your guest country as a legal innovation by design agency, our starting point is users not tech for the sake of tech.

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So we're focussing on uses what we want to know, what their needs are, what are the expectations,

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pain points and how might we solve the user's pain points through the redesign of documents, our processes?

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So it's basically the question of how do we create the right interfaces between users and a

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task or a service so that once you've identified and prioritised your users pain points,

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tech can actually come as an additional tool to solve these pain points.

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It's an it's really an addition to the the variety of of solutions you can bring.

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If you look at contract automation, for example, what's the real problem?

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Most people have been trained not to read. You know, there's a quite famous study by Berkeley a couple of years ago.

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We've been trained not to read.

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It's a bit of a shocking idea not to be fine print and and we've been trained to blind signed a blind sign agreements more often than not.

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That's because of the combination of what fine print does to our brain and the quite authoritative

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tone that most contracts use that triggers the kind of automatic signal in our brain.

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OK, let's not waste any energy. It's not been designed to be read, so let's do something else.

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Instead, let's just take the books. This study is very, very interesting, by the way.

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So the problem with, you know, if you're aware of this issue, share tech does not solve it.

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There are masses of automated contracts which certainly save a bit of time in the short

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run because you can fill them in more rapidly and you can sign them electronically,

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for example. But they are still blindly signed, and that's very unlikely to be actually applied.

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So in practise, it does create additional risks.

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Instead of limiting risks, which should be the point of a contract.

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So leveraging legal design really enables us to identify and then solve the real problem, which is the user, the user's pain point.

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That's how we created what we like to call the first trust building agreement.

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We had done hundreds of hours of user research in various contract redesign projects

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for various clients and in particular for NDAs for non disclosure agreements.

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The conclusion was particularly clear NDAs are a key touchpoint at a critical time in building a relationship between two companies.

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And yet, most of them, most of the NDI is usually create just additional constraints and frustrations.

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You know you're trying to create trust.

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And then the first the first document that one party receives from the other is this horrible removal of text, whether it's digital or not.

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Honestly, the experience is just as bad.

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So it's not ideal to start, you know, on good tracks, trusting each other and just collaborating with one another.

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So right when what you need is building the foundations for a solid future relationship legal.

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Design enables to create this the satisfying experience.

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So we've we've created a digital India that ensures that both parties are really engaged and are confident about this

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new relationship and that each of them is prompted to trust the other one through transparency of the language,

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clarity and a satisfyingly good UX.

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So creating trust and reducing risks from a legal standpoint at the same time, that's in our view, the true value of combining legal design with tech.

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That's really interesting, Mary. I fully agree with you on that.

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So when we are applying legal design, we can definitely see more transparency, more clarity.

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And as we know, the trust in creating the trust is there is the cornerstone of every relationship.

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And if we are not able to create the trust, maybe we are not able to expect really long run relationships, neither.

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So that's really interesting. I'm really, really glad to hear that you have done a digital MBA.

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00:16:36,630 --> 00:16:46,950

How how was to actually work on that? Was it the long process to make this kind of a new kind of digital contract?

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It wasn't that long, actually. You know, Elizabeth and I found ourselves, I think it was at the beginning of the first confinement, to be honest.

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Well, the first in France. So that's back to April.

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I'm losing track of time. April last year. So we found ourselves with tons of raw materials from previous projects with clients.

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We had done tons of user research and we had all this material and we were thinking,

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00:17:15,990 --> 00:17:21,600

OK, each individual project for each given client is completed.

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That's great. But we've got all this user research that's really converging to tell us something.

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And how do we make the most of it for for a wider audience than just one client after the other?

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And so we launched this project in April, and it is about maybe you can refresh my memory.

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It took us, what, three months? Maybe yes, I would say three months to get the first prototype.

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And then of course, there was a lot of iteration process because we kindly asked our clients to test it for us.

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So that takes, you know, as long as you want because you can always iterate more,

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00:18:01,860 --> 00:18:08,670

I think iterations that you just have to say, OK, this is good enough.

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But no, it was actually quite quite short. I agree with you. Surprisingly short, in fact.

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Yeah, that this really gets, you know, because I think that many of the audience might think of wow,

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legal design this that sounds fabulous, but what kind of cost we actually encouraged here?

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What does it cost to have all these really great, fabulous digital contracts that we are making?

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What what would you say like in general? Like, how would you, how would you how would you see that?

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What are the two entrance cost for changing from the, how would I say,

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00:18:47,450 --> 00:18:56,090
the old fashioned way of contracting the this new great way of applying law and technology together?

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00:18:56,090 --> 00:19:05,820
What would kind of cost where we can expect in here? I'm allowed to open the discussion with everybody, like what the customers can expect.

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00:19:05,820 --> 00:19:10,470
I think the point by Mary and Elizabeth, it's interesting that the more you work on it,

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00:19:10,470 --> 00:19:18,960
the more you just learn and collect data and get used to something new and then it gets easier and easier to find new solutions, I think.

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00:19:18,960 --> 00:19:25,410
I mean, I see it myself. There's no need to reinvent the wheel every time you do something.

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So maybe you need the whole process, like the formal legal design process,

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00:19:29,190 --> 00:19:37,710
the first time you tackle a challenge and maybe the fourth time you you sort of know a bit more already, so you build on the experience.

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00:19:37,710 --> 00:19:44,490
So I think I mean, we're still still a new sort of sector, and we're not that many people who work on it,

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but I think this project is a great example of how costs are continually decreasing.

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00:19:52,200 --> 00:19:59,310
Would you like to elaborate a little bit further that like companies who want to end their own legal design field,

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what kind of investments they need to do if they want to, let's say,

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00:20:03,630 --> 00:20:09,640
renew their contracts based on their own NDAs, like looking at costs they might be facing?

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How what would you think? Yeah, I think you should think of legal deciding like you can really be super ambitious with the process.

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Like, I worked on a project where it's new and you have to like, really dig in and find the problem and, you know, through the whole process.

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But I think they're also like an informal version where you do something less ambitious, but with the help of your experience in the field.

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And then I think for me, that has been like a way to engage people and it's like,

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00:20:37,680 --> 00:20:43,140

OK, let's do this first version, and let's not put the huge investment into this.

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But just as a taster like this is how it could look like just by doing something simple.

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I think, you know, in addition to cost, what really matters are the benefits, the KPIs,

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the efficiency that you gain, because as such, you know, you can state any amount.

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I could tell you 15 or 50 or why not, you know, one hundred and fifty k you, you can't.

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00:21:08,430 --> 00:21:16,680

I mean, you can tell whether it's a lot or not, whether it's cheaper, expensive, whatever the amount is,

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00:21:16,680 --> 00:21:24,360

it's neither cheap or expensive until you've measured the value that you're creating with this redesign.

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So to be honest, it's really a matter of measuring very precisely KPIs.

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And for example, we just had a very recent KPI not on our NDA, but with one of our recurring clients in the pharmaceutical industry.

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It's a fairly old contract redesign that we did back two years ago, I think.

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00:21:49,350 --> 00:21:57,660

And they had never they had never shared with us the the KPIs and just incidentally talking about something they said,

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00:21:57,660 --> 00:21:58,830

Oh, and by the way, you know what?

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00:21:58,830 --> 00:22:09,460

This this partnership agreement that you redesigned two years ago, it decreased the negotiation time it divided the negotiation time by four.

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00:22:09,460 --> 00:22:19,930

Wow. And we didn't know that really, oh, you know, how much I mean, what is the value you put on that?

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00:22:19,930 --> 00:22:31,060

I'm sure you can measure it. You know, it's less and less people having to work on this negotiation, less business people, but also less lawyers.

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00:22:31,060 --> 00:22:39,610

It's it's more trust, more business, more sales. I mean, the value is quite quite large, I think.

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00:22:39,610 --> 00:22:46,420

I fully agree with you. And that is exactly what I'm doing with my research is to misread the impact of legal design.

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00:22:46,420 --> 00:22:50,020

So that's really interesting. Your answer.

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00:22:50,020 --> 00:23:00,650

That's why I was asking this question is that what we are facing through my work is that often the clients might be at the first place,

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00:23:00,650 --> 00:23:08,240

a little bit hesitant about thinking like, Oh, we should chase all our contracts, should we renew all of them?

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00:23:08,240 --> 00:23:17,230

Oh, that might be expensive, huh? So I think people are always maybe at the they worry that, oh, it must cost a lot of money.

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00:23:17,230 --> 00:23:22,090

What does it cost to do these things? So that's why I'm really happy that you put it on the table.

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00:23:22,090 --> 00:23:26,500

The things that buy misery, the impact of design.

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00:23:26,500 --> 00:23:33,790

You're actually able to show that even these costs that incur at the first stage of

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00:23:33,790 --> 00:23:40,420

renewing are something that can be covered later on as the process goes further.

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00:23:40,420 --> 00:23:48,700

And as the business goes further through these benefits that you can enquire into is saying save time, negotiate on the time,

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00:23:48,700 --> 00:23:57,940

transaction costs and other means because I think it's important that all the talk about that, what does it cost to get on this trust?

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00:23:57,940 --> 00:24:02,620

Because the track is really fascinating, combining legal design and technology.

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00:24:02,620 --> 00:24:08,740

But as we know, there is always some input cost. But as Mary of us say really nicely,

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00:24:08,740 --> 00:24:15,700

is that the benefits that we are expecting and we are seeing at the later stages are for

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00:24:15,700 --> 00:24:22,450

sure to cover these entry costs when the when the process is done in the right way.

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00:24:22,450 --> 00:24:25,090

Really interesting moment. What about you, Rebecca?

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00:24:25,090 --> 00:24:32,470

What kind of advances have you encountered when you have been combining technology and legal design?

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00:24:32,470 --> 00:24:39,460

Yeah, I think for me, it's mostly a question of really making sure that you're creating the right legal tech solutions.

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00:24:39,460 --> 00:24:45,680

So by exploring beforehand, you know, if if this is really needed and then make sure people actually want to use it.

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00:24:45,680 --> 00:24:52,930

So I think it's easy to come up with a million like cool tech ideas and work on that.

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00:24:52,930 --> 00:24:54,370

But will they actually make a difference?

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00:24:54,370 --> 00:25:03,340

So I've been in workshops on legal design and people have been very, you know, obsessed with the idea they want to build.

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00:25:03,340 --> 00:25:09,880

But once you start applying the legal design, maybe you discover that there's actually no need for this or it wouldn't be applied.

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00:25:09,880 --> 00:25:13,480

And so, you know, maybe you don't even want to go forward with it.

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00:25:13,480 --> 00:25:21,100

So I think it's easy to have like cool ideas, but the legal design just makes sure that it's worthwhile and that it's actually useful.

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00:25:21,100 --> 00:25:29,770

And I also think once you apply tech to legal design, it's probably easier in most cases to track the way users use this tool.

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00:25:29,770 --> 00:25:36,670

And then you can reiterate easier by, you know, looking at the data of, you know, how they use an app, for example.

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00:25:36,670 --> 00:25:42,340

And then finally, of course, you know, if it's tech related in any way, it's easier to scale.

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00:25:42,340 --> 00:25:49,210

So, you know, if you have something online or in an app, it usually becomes accessible to a lot of more people.

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00:25:49,210 --> 00:25:54,910

And I remember, you know, I was working on this legal design project for the California Department of Justice,

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00:25:54,910 --> 00:25:59,570

and that was an online project and for the whole state of California.

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00:25:59,570 --> 00:26:05,770

So that's an example where, you know, I was really excited about the fact that this would actually reach a lot of people.

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00:26:05,770 --> 00:26:12,100

So I think oftentimes there's a huge benefit to combining tech and legal design,

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00:26:12,100 --> 00:26:15,980
but it's not at all the necessity that that's a really interesting point.

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00:26:15,980 --> 00:26:26,080
And. I was I was thinking here that when when you are when you are having these workshops and in the projects,

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00:26:26,080 --> 00:26:30,400
what you have held for the customers, do you usually like?

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00:26:30,400 --> 00:26:38,650
Do you see things first plans on paper or do you try to go for the digital applications and try it in there?

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00:26:38,650 --> 00:26:45,790
Because I think for our audience, it would be may be good to go a little bit deeper than how the process goes.

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00:26:45,790 --> 00:26:52,930
So for example, when you are designing a new tool for a customer, do you usually have it,

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00:26:52,930 --> 00:26:58,450
let's say, in a paper version and you prototype it with the end users?

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00:26:58,450 --> 00:27:05,470
Or will you straight go to the digital tools and straight trade with the digital?

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00:27:05,470 --> 00:27:15,760
That's a great question. I think, you know, the legal design process is a lot about doing things a bit fast and easy and not to like ambitious.

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00:27:15,760 --> 00:27:22,330
So if you build a whole digital tool as like, you know, as a prototype and tested on people,

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00:27:22,330 --> 00:27:28,330
maybe you won't get the perfect feedback because it's already built and people are maybe polite if you ask them.

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00:27:28,330 --> 00:27:32,840
And also, it's a huge cost to start building those things without knowing if it's worthwhile.

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00:27:32,840 --> 00:27:38,500
So if you do the paper version, you can just sit like in the workshop and go out and try 10 minutes.

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00:27:38,500 --> 00:27:44,440

You don't want a random colleague or person in the street, and then you get the feedback really quickly before you continue to build on it.

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00:27:44,440 --> 00:27:50,160

So, yeah, I would go for the paper version. I'm going to put you out this with the very how you do.

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You do it usually with the paper version. So how do you deal with the digital?

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00:27:55,730 --> 00:28:06,680

Transformation, it really depends on project. I think, you know, if you're trying to test an interaction with users,

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00:28:06,680 --> 00:28:18,380

which eventually is going to be online at the testing phase, it's important to to mock up the online experience.

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00:28:18,380 --> 00:28:26,420

So as Vivek has said, it's absolutely not worth to build the whole digital tool, but you can cheat.

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00:28:26,420 --> 00:28:31,070

Basically, you can create the mock-up on Marvell, for example.

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00:28:31,070 --> 00:28:36,200

And it's it's it pretends that it's interactive, actually, it's not, you know,

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00:28:36,200 --> 00:28:41,060

there's no code, it's just that you click on one screen and it takes you to the other screen.

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00:28:41,060 --> 00:28:48,170

So it's cheating a bit. It's not a real digital tool, but it's good enough for the test.

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00:28:48,170 --> 00:29:00,560

And you can also see, you know, you could I track what what people look at first and where they click first and you've got a great way,

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00:29:00,560 --> 00:29:08,900

a great range of tools to do that. So usually we would try to have at least a mock up on Marvell.

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That's like a fake interactive one, and we would test it during a workshop with users.

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00:29:14,420 --> 00:29:22,460

We've done that very recently in September with a bunch of teenagers in the UK that was so interesting.

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00:29:22,460 --> 00:29:31,040

They were between 13 and 17 years old and we had very quickly done the first screens.

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00:29:31,040 --> 00:29:38,480

It was a privacy policy in the video game industry and we had actually empowered them on a mural to

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00:29:38,480 --> 00:29:45,500

directly edit the screens and the mock-up so they could put little hearts or question marks or,

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00:29:45,500 --> 00:29:51,620

you know, they could like draw by themselves digitally on on on the prototype.

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00:29:51,620 --> 00:30:01,400

And it was great because it's not passive at all. And they gave us just brilliant feedback so that we could improve the prototype.

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00:30:01,400 --> 00:30:05,520

Oh, wow. That's just fascinating. Wow. What about you?

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00:30:05,520 --> 00:30:10,940

I was up, I was kind of advances have you encountered in technology and legal design?

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00:30:10,940 --> 00:30:13,970

So I'm sorry.

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00:30:13,970 --> 00:30:24,800

I think in my experience, my very recent experience is actually very interesting in the way design really brings forward the cultural aspect,

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00:30:24,800 --> 00:30:29,510

which can be a very like, high blocking factor with the legal tech.

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00:30:29,510 --> 00:30:36,620

So for instance, if you're, you know, talking to people who don't have any use of tech and it's very clear that it could help them,

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00:30:36,620 --> 00:30:39,950

but they're very fearful of what it might do.

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00:30:39,950 --> 00:30:46,490

Some lawyers, for instance, are always afraid that they're going to be replaced, and so they're very

reluctant.

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00:30:46,490 --> 00:30:52,220

And I think the benefit of first prototyping early, as we just mentioned,

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00:30:52,220 --> 00:30:57,410

enables them to get a very clear picture of what is actually going to be built.

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00:30:57,410 --> 00:31:05,090

And so in the case of open data, for instance, if you talk about open data, it really brings up fear in people.

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00:31:05,090 --> 00:31:09,900

You know, this Big Brother is watching you feeling it's quite uncomfortable.

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00:31:09,900 --> 00:31:16,160

People don't know what you're going to be using it for, whereas if you prototype an interface very rapidly,

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00:31:16,160 --> 00:31:21,620

then they see the end product of it, and then it reassures them a lot.

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00:31:21,620 --> 00:31:33,740

So I think the way to debunk fear and also bring on board people who might not be so used to this still new method of doing law, it's very important.

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00:31:33,740 --> 00:31:41,090

The second aspect of this cultural, you know, this cultural importance and legal design project,

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00:31:41,090 --> 00:31:47,900

I think, is also to really understand where people come from in terms of their use.

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00:31:47,900 --> 00:31:55,970

So even if you have a very brilliant tech and you're not looking at the way people are currently using their tools,

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00:31:55,970 --> 00:32:04,940

it might completely, you know, fall short because you haven't been paying attention to how you can make the switch.

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00:32:04,940 --> 00:32:11,870

So that was one project we did at Mohadi that was actually very interesting with a topped up French legal publisher

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00:32:11,870 --> 00:32:20,180

and the today have one of the top legal research tool most used in France with a huge database with

everything in it.

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00:32:20,180 --> 00:32:26,990

They're very famous, but really good. Research tools aren't always optimal yet.

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00:32:26,990 --> 00:32:32,570

All lawyers use them, and they've been used to using them with their defaults, if that makes sense.

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00:32:32,570 --> 00:32:37,970

And so they really wanted to bring forward a new method where you could just put in clear,

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00:32:37,970 --> 00:32:45,440

in simple, not plain language, but in, you know, natural language, natural language, oral language.

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00:32:45,440 --> 00:32:52,880

The way you would just naturally speak, you could ask your questions. So can my employee leave the company without notice, for instance,

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00:32:52,880 --> 00:33:02,180

instead of saying resignation of an unlimited duration contract, so you can just ask the question that applies to your situation.

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00:33:02,180 --> 00:33:08,030

But in the way that we created this new interface with this new function that was quite new,

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00:33:08,030 --> 00:33:13,370

we realised that we really needed to take into account the current use of keywords in legal terms.

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00:33:13,370 --> 00:33:21,200

Because if you tell you lawyers today, you can just use your natural language here of all, they're not going to do it like instinctively.

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00:33:21,200 --> 00:33:25,550

They don't do that and then they don't really see the added value.

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00:33:25,550 --> 00:33:32,390

And they also have a fear that it might not be legal enough or it might not be as serious that you might not get the same results,

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00:33:32,390 --> 00:33:40,940

even though we're using the same end database. So it's really important to actually so we created a prototype that really resonated with that,

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00:33:40,940 --> 00:33:45,050

bringing towards the logo because they know the legal publishers so well.

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00:33:45,050 --> 00:33:49,910

Bringing forward help bubble with information, saying, OK, well, natural language is this,

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00:33:49,910 --> 00:33:57,620

but you can also still use keywords, key legal terms if you want to sort of trying to make that switch.

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00:33:57,620 --> 00:34:03,770

And if we had just, you know, brought forward kind of saying, this is the new solution, it's so much better.

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00:34:03,770 --> 00:34:10,730

Use it. End of story. It probably would feel very much short as to what it's doing today.

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00:34:10,730 --> 00:34:17,390

So I think this is really an aspect of legal design that is so key in developing legal tools.

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00:34:17,390 --> 00:34:22,250

That makes sense is that it allows you to really understand the culture and create

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00:34:22,250 --> 00:34:26,780

something that will resonate with users and also help them move their practise.

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00:34:26,780 --> 00:34:34,850

Not just, you know, bringing forward another tool that they have to use, but something they really feel like they could adopt.

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00:34:34,850 --> 00:34:42,770

That's cool, I love that story. So knowing the end user is actually the most crucial part in here to know where the people are coming from.

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00:34:42,770 --> 00:34:46,430

That's really that sounds really interesting too, but I couldn't.

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00:34:46,430 --> 00:34:52,620

We're all a bit confusing. So when you were talking about like natural language, do you do you mean like a natural language?

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00:34:52,620 --> 00:34:59,150

Well, we have, for example, in the in quantum computing, no science like a natural language processing.

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00:34:59,150 --> 00:35:06,440

Or does it mean like when you were talking about that, you have a certain keywords that you can use to church in June.

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00:35:06,440 --> 00:35:14,600

Do you look for certain cases? So does it mean more like like everyday language like we would maybe say,

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00:35:14,600 --> 00:35:23,060

like like a plain language like understandable language, its natural language as in the sentence you would use every day.

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00:35:23,060 --> 00:35:29,660

So it's the same algorithm. Correct me if I'm wrong, but it's the same algorithm as Google.

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00:35:29,660 --> 00:35:36,470

So the same way you would say rest. What are the restaurants in Paris?

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00:35:36,470 --> 00:35:44,420

The new restaurants open in Paris right now. You would put that in Google tool, then you would put the same type of legal question, of course.

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00:35:44,420 --> 00:35:48,590

Not like random questions, legal related questions, but in that format.

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00:35:48,590 --> 00:35:58,340

And I think the point was not just to address lawyers, but also maybe operationalise H.R. people who deal with law on an everyday basis.

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00:35:58,340 --> 00:36:06,530

But they don't necessarily have the, you know, need to have such a heavy legal response.

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00:36:06,530 --> 00:36:09,990

When they are searching, they want something that's actually quite operational.

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00:36:09,990 --> 00:36:19,450

And so this was also the point to really make that more accessible to other sectors than just lawyers.

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00:36:19,450 --> 00:36:25,330

That's really interesting, so it actually allows room for everybody, even not having a legal background.

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00:36:25,330 --> 00:36:30,550

So the language, what you're using is everyday language, as you were recording to the Google,

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00:36:30,550 --> 00:36:36,730

but maybe not this like a natural language processing that we have in the in the computer science.

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00:36:36,730 --> 00:36:46,300

But wow, that's that's really interesting. Well, how about those and how do you see that the use of technology can improve and

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00:36:46,300 --> 00:36:52,150

sustain sustainable development of law and order in the field of legal in general?

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00:36:52,150 --> 00:36:59,640

And what kind of social impact you will see that this kind of approach can have?

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00:36:59,640 --> 00:37:06,900

I think it really resonates with what I was saying earlier about how you how having legal tools can help you scale,

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00:37:06,900 --> 00:37:11,880

so it helps you diffuse the law within a company, for instance, much faster.

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00:37:11,880 --> 00:37:18,360

So for instance, if you're doing a, you know, an e-learning on complex legal topics such as competition law,

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00:37:18,360 --> 00:37:25,740

you can make them in a format that resonates with the digital mediums people are using today.

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00:37:25,740 --> 00:37:29,580

So if, for instance, people are learning right now, they're learning through quizzes,

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00:37:29,580 --> 00:37:38,130

documentary YouTube tutorials, you can use that format for more legal questions and maybe complex principles.

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00:37:38,130 --> 00:37:45,090

But then it allows them to, you know, digest it in a way that they're used to and then to spread it out.

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00:37:45,090 --> 00:37:52,680

And I think the impact of that is very much to develop a general culture law, which everyone should have.

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00:37:52,680 --> 00:37:58,860

But it's not always the case. And that's normal because not everyone can be a lawyer.

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00:37:58,860 --> 00:38:03,300

But there are some legal rules that everyone should know in a company, for instance.

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00:38:03,300 --> 00:38:09,210

And so having this mediums and these new formats that really resonate with your everyday life,

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00:38:09,210 --> 00:38:14,190

I think really helps you apply it and spread it out in general,

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00:38:14,190 --> 00:38:20,640

much beyond just one application, but really all throughout and sort of always have that idea in your head.

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00:38:20,640 --> 00:38:25,860

OK, I remember that, you know, I shouldn't be acting this way or when I talked to a competitor.

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00:38:25,860 --> 00:38:32,820

I need to be very careful about this and that. And so when you're in a situation, you can actually leverage everything.

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00:38:32,820 --> 00:38:39,420

Whereas of course, if you stay in the old fashioned way of, for instance, you know,

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00:38:39,420 --> 00:38:44,730

learning about law, then it's going to be much more difficult to leverage it later on.

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00:38:44,730 --> 00:38:49,650

And it's also more difficult to replicate it for a different area of law.

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00:38:49,650 --> 00:38:55,170

For instance, whereas you have a very creative e-learning that is very well structured.

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00:38:55,170 --> 00:39:03,240

And as I'm glad you did a lot of those, it would be much easier to have that full Eragon and going to me.

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00:39:03,240 --> 00:39:08,490

I don't know if that's an English word, but if you have the set out that's already made.

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00:39:08,490 --> 00:39:12,840

Then you can replicate the methods on another topic more easily.

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00:39:12,840 --> 00:39:18,120

So I think this is very much the impact that I see is infusing law all throughout

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00:39:18,120 --> 00:39:22,770

and maybe making sure that law doesn't stay with lawyers so much as it does today.

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00:39:22,770 --> 00:39:30,540

And you don't need to be an expert to apply law and a more general level, of course, and more expert level

you do.

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00:39:30,540 --> 00:39:39,030

But I think this is why leveraging technology really simply makes sense because it's a necessary component in legal services today.

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00:39:39,030 --> 00:39:43,830

Well, thank you. Elizabeth, what about you, Larry? What kind of impact do you see here?

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00:39:43,830 --> 00:39:51,870

Well, we're very much focussed on how might we create a systemic impact?

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00:39:51,870 --> 00:39:59,160

You know, Margaret Hagan at Stanford prompted all legal designers back in 2019, I think,

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00:39:59,160 --> 00:40:05,490

at the Legal Design Summit in Helsinki to try to reach that systemic impact way beyond,

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00:40:05,490 --> 00:40:10,380

you know, the outcome of one given project for one given client, which is already great.

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00:40:10,380 --> 00:40:21,390

But how can we maximise that? And our take on this is that combining legal design with tech is an amazing tool

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00:40:21,390 --> 00:40:28,350

to improve access to justice and more particularly to help empowering citizens,

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00:40:28,350 --> 00:40:38,730

making it way more informed choices online in particular, and this better exercise exercising their rights online.

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00:40:38,730 --> 00:40:48,570

You know, the digitalisation of our lives and the data economy has come with great advantages,

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00:40:48,570 --> 00:40:54,450

great benefits, but also with terrible drawbacks in terms of blind signing.

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00:40:54,450 --> 00:41:01,680

We've all, you know, tick the box, whether it's privacy policies, terms of use, you name it.

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00:41:01,680 --> 00:41:04,260

And we've been used to doing that.

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00:41:04,260 --> 00:41:17,340

And I think it's now time to see tech as an empowerment to not blind sign, but precisely regain control over our personal data,

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00:41:17,340 --> 00:41:29,280

our lives and the way we use digital services, and that this is where the combination makes a lot of sense.

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00:41:29,280 --> 00:41:35,580

It's not tech for the sake of tech, which might have been the case previously.

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00:41:35,580 --> 00:41:39,420

Hence, the blind signing. And it's really more about empowering citizens.

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00:41:39,420 --> 00:41:50,040

So just to give you a practical example. We are lucky to be chosen by the French Data Protection Authority last year to create model

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00:41:50,040 --> 00:41:58,520

interfaces for children and teenagers that would empower them to better understand their.

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00:41:58,520 --> 00:42:03,140

Right, but more importantly, to really exercise them.

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00:42:03,140 --> 00:42:17,990

And so, for example, we developed a very low tech, by the way, tools to make them understand very complex concepts like targeted advertising.

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00:42:17,990 --> 00:42:26,270

For example, you know, it's complex even for adults. The fact that you are the product and it's not a very pleasant idea, either.

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00:42:26,270 --> 00:42:32,240

So we've used legal design, especially storytelling,

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00:42:32,240 --> 00:42:45,080

to make very young children like eight years old understand what this concept is and then with made that widely available thanks to digital.

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00:42:45,080 --> 00:42:55,590

So thanks to a bit of tech in by integrating this explanation within a digital interface, that's really interesting.

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00:42:55,590 --> 00:43:02,420

You have been on so many different kind of prototypes that I think especially with this one where the concerns children,

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00:43:02,420 --> 00:43:11,990

I think that really has a crazy bag, and that is a way for us to also secure the use of technology that is in good hands.

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00:43:11,990 --> 00:43:16,040

And it's it's been used in a proper way and for better use.

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00:43:16,040 --> 00:43:20,480

So I think this this project is really interesting what you have in the game industry.

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00:43:20,480 --> 00:43:27,530

What about you, Rebecca? But what kind of connexion you see here for the sustainability and the benefits?

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00:43:27,530 --> 00:43:33,680

Yeah, I thought of, you know, how law has become increasingly complex.

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00:43:33,680 --> 00:43:39,080

You know, we were operating in several countries. There are more requirements in all kinds of fields.

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00:43:39,080 --> 00:43:46,130

And I think companies and public authorities, you know, they struggle to understand the legal framework they're operating in.

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00:43:46,130 --> 00:43:51,980

So, you know, sometimes they even give up, I think, or, you know,

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00:43:51,980 --> 00:43:57,590

it's just sometimes impossible to actually know all the rules that you you have to comply with.

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00:43:57,590 --> 00:44:04,440

And so I think, you know, what's the point of all these laws if we don't understand them and the companies don't really comply with them?

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00:44:04,440 --> 00:44:07,880

So, you know, we're not protected by the paper product.

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00:44:07,880 --> 00:44:16,220

And so for me, legal design has always been, you know, if you're doing a privacy policy targeted to the users,

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00:44:16,220 --> 00:44:24,380

it's still like half my goal is still to educate the company and like make the CEO aware of these issues and really understand them.

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00:44:24,380 --> 00:44:30,320

Because if the company itself doesn't really understand the issues, then how can they implement it?

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00:44:30,320 --> 00:44:39,050

So it's it's really both sides, and I think it's legal to sign could really do something amazing in this field by making, you know,

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00:44:39,050 --> 00:44:47,060

by making the companies more in charge of what they actually have to do and how so not only for us as individuals,

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00:44:47,060 --> 00:44:51,600

but really making the companies more aware. So I think.

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00:44:51,600 --> 00:44:56,400

Yeah, that's something really important, I think. I fully agree with you.

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00:44:56,400 --> 00:44:59,250

But he left with Natalie, as you might have any,

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00:44:59,250 --> 00:45:07,380

and he calls for the further actions for combining well and take and especially the first with legal design here.

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00:45:07,380 --> 00:45:12,750

Yeah, but you were right. Yeah, this is my favourite question.

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00:45:12,750 --> 00:45:17,700

No, I think if you've listened to this, you know and you think this makes sense, like legal design makes sense,

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00:45:17,700 --> 00:45:22,950

I think, you know, join the movement and make sure that your company actually uses these tools.

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00:45:22,950 --> 00:45:35,330

And I think it will like we talked about trust. Also, the worth in terms of economic benefits, there are so many benefits with legal design.

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00:45:35,330 --> 00:45:40,350

So I think, you know, this is a movement and it's starting and I think, yeah, join it.

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00:45:40,350 --> 00:45:48,010

And also, I was thinking like the GDPR, which is really like the prime example of something incomprehensible to a lot of people.

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00:45:48,010 --> 00:45:55,440

You know, imagine if the four of us would have been in the draughting team of the GDPR, you know, we would have avoided a lot of headaches.

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00:45:55,440 --> 00:46:00,630

So that's a call for action. Invite us to the next draughting Ralph.

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00:46:00,630 --> 00:46:09,620

How about you, Marie Pro-4X and. Well, if you had told it, you know, I absolutely love this idea.

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00:46:09,620 --> 00:46:16,730

I'm part of the B team. Definitely.

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00:46:16,730 --> 00:46:21,840

We might have to twist in a way to bid for that. But you know what?

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00:46:21,840 --> 00:46:30,470

We're currently preparing a conference on legal innovation in Paris in November with a large number of legal tech agencies,

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00:46:30,470 --> 00:46:33,350

legal innovation agencies, et cetera.

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00:46:33,350 --> 00:46:49,370

And I recently heard about judges in Belgium now draughting their judgements in plain language and making it accessible digitally as well.

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00:46:49,370 --> 00:46:54,290

So you know what is? How amazing is that, quite frankly.

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00:46:54,290 --> 00:47:02,960

This is really the way forward. Imagine if all the judgements that you can actually find online currently where you know,

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00:47:02,960 --> 00:47:08,720

in plain language or with a like a summary of key points made by the judges themselves.

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00:47:08,720 --> 00:47:14,360

So less room for interpretation as well that might trigger other legal issues.

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00:47:14,360 --> 00:47:19,340

But it's still I mean, we're living such exciting times.

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00:47:19,340 --> 00:47:24,290
I think my call for action is just a make make the first step.

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00:47:24,290 --> 00:47:30,560
If you haven't already and just joined the movement, follow the example that you gave from the Belgium cause.

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00:47:30,560 --> 00:47:32,150
That's incredible.

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00:47:32,150 --> 00:47:40,460
Do you know if they chose to look, you go there or how they ended, like having the cars actually doing their verdicts in plain language?

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00:47:40,460 --> 00:47:43,370
Do you have any further information on that?

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00:47:43,370 --> 00:47:52,760
I don't know about Belgium specifically, but for example, if you take France, there's actually a constitutional principle which is not new,

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00:47:52,760 --> 00:48:04,880
which dates back to 1999, and that states that there's a constitutional principle of clarity of the law.

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00:48:04,880 --> 00:48:15,410
So, you know, it's there. I think with we might have been maybe less sensitive to it or or blind to it for a number of reasons.

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00:48:15,410 --> 00:48:21,260
But it's there. It's part of our legal framework and it's been part of our legal framework for a long time.

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00:48:21,260 --> 00:48:32,360
What's happening now that maybe we're rediscovering that law should be clear, but it should intrinsically fundamentally be clear, and it's there.

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00:48:32,360 --> 00:48:38,000
I think we have all the legal basis that we need to to make law clearer.

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00:48:38,000 --> 00:48:45,200
And as I as I used to, I like to say, you know, I've been practising law for now 20 years or so.

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00:48:45,200 --> 00:48:53,450
I don't know of any law or any regulation which imposes to be incomprehensible.

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00:48:53,450 --> 00:49:00,890

I don't, but I know about Article 12 of GDPR to come back to the various point which,

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00:49:00,890 --> 00:49:08,120

you know, obliges you to provide information to collect consent in a clear way.

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00:49:08,120 --> 00:49:14,300

It's there in the bloody text, so there's no need for additional legal basis.

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00:49:14,300 --> 00:49:25,460

It's there. I think the point is more lawyers realising what it means and getting the necessary skills to put it into practise.

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00:49:25,460 --> 00:49:35,530

Totally. That's really true, and all our Finnish speaking listeners, we actually have the same restriction as well in Finland, for example,

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00:49:35,530 --> 00:49:44,920

we call it who get involved so we can actually find all these same principles and little clauses in our legislation as well.

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00:49:44,920 --> 00:49:50,410

It can be the administrative law that everybody should be able to understand what they are reading.

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00:49:50,410 --> 00:49:55,540

So we actually have it also in the Scandinavian judicial family.

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00:49:55,540 --> 00:50:01,240

I'm sure you have the same in Sweden because our histories are crazily connected.

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00:50:01,240 --> 00:50:08,080

Yeah, actually, I studied legal education in France and I came to think about Could Napoleon, which is,

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00:50:08,080 --> 00:50:13,330

you know, Napoleon who who actually tried to simplify the whole thing and put it into one clear text.

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00:50:13,330 --> 00:50:19,620

So maybe he was a legal designer back then?

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00:50:19,620 --> 00:50:26,310

Well, we'll always have a words lost without delays. What kind of goals you have for the future calls for action.

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00:50:26,310 --> 00:50:32,640

I think there are two very differently reasonable a call for action.

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00:50:32,640 --> 00:50:39,330

So the most reasonable one, I think, is to really encourage legal practitioners in general to be very curious.

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00:50:39,330 --> 00:50:49,730

And as Marie said, developing new skills beyond just your core legal skills, which are so important and it's not about spending less time on your,

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00:50:49,730 --> 00:50:59,670

you know, legal background, but it's more about seeing the benefits of having other skills that will really enlighten actually your legal skills.

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00:50:59,670 --> 00:51:07,710

So things like, of course, design thinking, this is the topic of discussion today, understanding tech, their requirements and needs.

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00:51:07,710 --> 00:51:11,640

So just understanding the language around tech, I think,

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00:51:11,640 --> 00:51:18,900

is a mission that takes a bit of time but is very worth it because they feel like oftentimes the shortfalls

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00:51:18,900 --> 00:51:25,830

of collaboration between lawyers in tech is that everyone in their own sphere is a very much an expert.

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00:51:25,830 --> 00:51:32,100

So you have tech experts and legal experts in the field scared by the expertise of the other.

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00:51:32,100 --> 00:51:38,400

And so it's a shame because there's so much to do, and it's also about finding a common language.

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00:51:38,400 --> 00:51:40,770

So I think that's very important.

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00:51:40,770 --> 00:51:50,610

So, you know, talk to your like, you know, any informatics team about maybe they can do a training that's not just about,

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00:51:50,610 --> 00:51:59,250

you know, the the safety trainings that you usually get, but more about how does it work and why it works that way.

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00:51:59,250 --> 00:52:00,390

I think, of course,

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00:52:00,390 --> 00:52:11,670

project management is key in the way you run your legal team and the legal recommendations you provide seeing them as part of a much wider

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00:52:11,670 --> 00:52:21,690

project and being very much involved within the project and not just giving a legal recommendation at a at the moment where you're solicited,

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00:52:21,690 --> 00:52:27,180

but trying to get as much info as you can and be very much an integral part of the project team.

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00:52:27,180 --> 00:52:32,970

That's not often. Sometimes that's difficult, not because of lawyers, but if you can, that's great.

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00:52:32,970 --> 00:52:44,190

And then I think the less reasonable I mean, this will take, I think, a longer time, but it really stems from the people who are making the law.

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00:52:44,190 --> 00:52:48,660

And so I think the way not just judges, but even before that,

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00:52:48,660 --> 00:52:54,570

I think judges are interpreting a law that's already very complex and then lawyers

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00:52:54,570 --> 00:53:00,570

interpret what judges say and then people try to understand what their lawyers are saying.

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00:53:00,570 --> 00:53:05,940

So I think if you go to the very root of that, then of course, that would be much better for everyone.

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00:53:05,940 --> 00:53:10,230

But I think this will take a little while.

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00:53:10,230 --> 00:53:21,570

I'm very hopeful, though, because French government, for instance, has very much embedded design in many ways, and that took, you know, a few years.

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00:53:21,570 --> 00:53:28,620

But now they know a lot of methodology, design related methodology and apply it.

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00:53:28,620 --> 00:53:32,400

So, you know, legal design is probably the next step, and it will come.

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00:53:32,400 --> 00:53:43,180

It's just a matter of pushing those boundaries. And, you know, draughting law in a legal design way would be the ultimate goal, I think.

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00:53:43,180 --> 00:53:48,100

So it feels that everything actually comes down for collaboration.

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00:53:48,100 --> 00:53:56,010

It seems that the collaboration in the inter-disciplinary is very sticky for %X as we think combining law.

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00:53:56,010 --> 00:54:01,710

Technology and legal design approach. Well, thank you so much.

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00:54:01,710 --> 00:54:06,090

I actually still have one really tiny question about the future.

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00:54:06,090 --> 00:54:11,550

Do you guys think that in the future we might see old contracts in the digital form?

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00:54:11,550 --> 00:54:20,420

Do you think that we will still see more paper forms or will take a lawsuit path, take the chance in the future?

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00:54:20,420 --> 00:54:26,360

Digital, for sure. Yeah. I'm already like, what's the point of having it in paper?

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00:54:26,360 --> 00:54:32,290

Yeah, once you've tried it. I mean, there's no there's no going back.

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00:54:32,290 --> 00:54:36,970

And also, it saves the environment, which is, you know. Yeah.

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00:54:36,970 --> 00:54:44,140

I love how we are in each quest. It's like, No, that's excellent.

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00:54:44,140 --> 00:54:48,040

That's your Elizabeth worth of sustainability, as you can hear.

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00:54:48,040 --> 00:54:52,900

So yes, it definitely does save the environment, but we are not having so much sprinting.

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00:54:52,900 --> 00:54:56,590

Well, thank you, lovely ladies, for sharing your views today.

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00:54:56,590 --> 00:55:08,410

Illegal design, technology and sustainability. And I definitely share the same tree with you and never will see a designed to be the more mainstream.

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00:55:08,410 --> 00:55:15,140

It is enough that already, of course. So I hope that we can have a chance to talk to you soon.

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00:55:15,140 --> 00:55:21,290

Until then, thank you so much and have a really great rest of the day.

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00:55:21,290 --> 00:55:45,408

Thank you so much. Thank you.